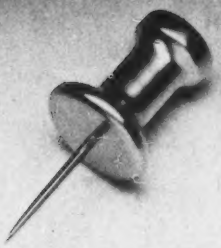
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 30

Sharp.



The point is . . . the clearest picture possible.
That's why WUAB Television boosts power to
5 million watts and stereo sound in August.
To insure Lorain/Cleveland gets the picture
and gets the picture perfect.

GAYLORD BROADCASTING COMPANY

On The Move.

55th Year 1986

Station Flipping

BETHESDA MD 20814

4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE

SRI ACQ
20814SRI AT8501 ZWZ

Vol. 110 No. 26

Broadcasting ϟ Jun 30

The fallout from station flipping
Coverage from CTAM
Supreme Court hands journalists libel win

TRADING TALK □ BROADCASTING takes a look at three quick station turnovers (KTLA Los Angeles, KITN Minneapolis and WFTV Orlando, Fla.) made possible by the elimination of the three-year trafficking rule. **PAGE 27.**

TAKE YOUR SEAT □ Patricia Diaz Dennis sworn in as fifth FCC commissioner, filling vacated seat of Henry Rivera. **PAGE 28.**

ACCENTUATE THE POSITIVE □ Cable Television Administration and Marketing Society's 10th annual conference looks to find ways to keep cable competitive by obtaining and promoting exclusive programing. **PAGE 30.**

DISCOVERING DISCOVERY □ Group of MSO's acquire equity interest in Discovery Channel. **PAGE 32.**

LAST, BUT □ ABC is final network to hold press tour; Stoddard talks of long recovery road ahead. Swanson to hold the line on sports rights costs. Lucille Ball to return to series television. **PAGE 35.**

PRODUCTION POINTERS □ NATPE conference provides instruction on latest program production techniques. **PAGE 42.**

TAXING MEASURE □ All eyes move to conference committee after Senate approves tax legislation. **PAGE 45.**

LIBEL VICTORY □ Supreme Court rules in favor of press in Jack Anderson libel case. Ruling will make it more difficult for public figure to get to trial in libel suit. **PAGE 51.**

FIRST VIEWS □ Supreme Court justice nominee Antonin Scalia writes appeals court opinion in film-First Amendment case. **PAGE 52.**

SEARCHING □ President Reagan finds only Cable News Network will air his speech on Contra aid. **PAGE 53.**

IN THE MIDDLE □ Radio networks, Los Angeles television station find themselves in middle of hostage situation at Beverly Hills jewelry store. **PAGE 54.**

RATINGS RUCKUS □ Alabama broadcaster takes Arbitron to court over ratings service's plan to transfer county to another ADI. **PAGE 56.**

COMPETITIVE ADJUSTMENTS □ Intelsat takes action at board meeting to meet coming competitors in international satellite field. **PAGE 57.**

MARKETING TIPS □ ANA/RAB workshop provides advice on media buying, details radio listening trends. **PAGE 59.**

PROJECTION UPDATE □ McCann-Erickson's Coen provides media advertising update on what 1986 will yield: lower network billings, higher local sales. **PAGE 61.**

STANDARD OF EXCELLENCE □ University of Michigan's Fred Remley has spearheaded key technical standards efforts. **PAGE 79.**

INDEX TO DEPARTMENTS

Advertising & Marketing	59	**Editorials**	82	**Journalism**	51	**Programing**	35
Business Briefly	18	**Fates & Fortunes**	75	**Law & Regulation**	45	**Riding Gain**	49
Cablecastings	10	**Fifth Estater**	79	**The Media**	56	**Stock Index**	60
Changing Hands	55	**For the Record**	61	**Monday Memo**	21	**Syndication Marketplace**	39
Closed Circuit	8	**In Brief**	80	**Open Mike**	22	**Telecastings**	58
Datebook	23	**In Sync**	47				

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $90. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: American Chiropractic Assn. 47 □ Americom Radio Brokers 56 □ Associated Press Broadcast Services Third Cover □ The Audio Broadcast Group, Inc. 61 □ Bahakel Fourth Cover □ Blackburn & Co., Inc. 54 □ Blair Entertainment 3 □ Frank Boyle & Co. 18 □ Broadcast Investment Analysts 64 □ Classified Ads 66-74 □ Continental Electronics 49 □ Crawford Companies 65 □ Daniels & Associates 58 □ Donaldson, Lufkin & Jenrette 16-17, 19 □ Embassy Telecommunications 11, 12-13, 15 □ Milton Q. Ford & Associates 59 □ Gaylord Broadcasting Co. Front Cover □ Group W Radio 36-37 □ Houston International Teleport 10 □ H. B. LaRue, Media Brokers 57 □ MCA TV 4-5 □ MEI Electronics, Inc. 50 □ NBC 6 □ Panasonic Broadcast Systems 40-41 □ Professional Cards 63 □ Stan Raymond & Associates, Inc. 65 □ Cecil L. Richards, Inc. 55 □ Services Directory 62 □ Sillerman-Magee Communications Management Corp. 19 □ SONO-MAG Corp. 51 □ Torbet Radio 9 □ Transtar Second Cover □ TV Extra 24-25

the Documentary Guild, a western Massachusetts production company. Although discussion ranged from dating services to pocketbook contents, participants focused mainly on the common goal of avoiding war. The program, a Soviet participant noted, on the 40th anniversary of the German invasion of Russia. Both audiences saw unwarranted distrust of their own countries, but stressed, as one Soviet woman put it, the need for more such encounters, "instead of relying on all this gossip about us" to form national images.

Donahue has no concrete plans for more such "spacebridges" to follow the Boston-Leningrad taping and a Seattle-Leningrad hookup last December. And he says the shows "clearly won't erase 40 years of prejudicial reporting on both sides."

But he would like to do a similar program involving American film and television producers and their Soviet counterparts and to try for a New York-Moscow dialogue. "Let's talk; it beats dropping bombs," he said.

Donahue and WCVB spokesman Bert Peretsky said that last December's program was cut and aired in the Soviet Union with virtually no censorship, except the excision of a comparison of Soviet leaders to Hitler.

Donahue told reporters that he briefly discussed the possibility of a joint edit of the second program, but dropped it because of the differing program lengths in the two countries and the "risk of a contest in the control room." Donahue said he sees a "concerted effort in the USSR to prove that they're honest" and to let the co-production run without censorship.

Pozner, a regular guest on such American network programs as ABC's *Nightline*, told American reporters that a copy of the Soviet edit of this month's show would be sent to WCVB-TV. He said the Leningrad audience commented off-air about American suspicion and lack of understanding of the Soviet Union but that most participants felt "euphoric, that the program was a tremendous step in improving understanding" between the two countries." □

Meese report. *Justice For All*, a one-hour documentary airing on PBS stations Wednesday at 9 p.m., will examine U.S. Attorney General Edwin Meese's (r) effect on the Justice Department and on justice in the United States. Hosted by CBS News correspondent Fred Graham (l), the program presents such subjects as a drug raid in Harlem, an interview with former Solicitor General Rex Lee, background on Senate confirmation hearings for Assistant Attorney General William Bradford Reynolds, and a meeting between Chinese Ministry of Justice officials and the Justice Department's D. Lowell Jensen. Commentary is provided by former Attorneys General Nicholas Katzenbach and Griffin Bell, former Civil Rights Chief Drew Days and Yale University President-elect Benno Schmidt Jr. The program is the pilot for a proposed eight-part PBS series, *Governing America: The Executive Power*.

Summer rerun: NBC wins prime time

NBC won the prime time race for the week ending June 22 with an average 12.7/24. ABC was second with an 11.1/21 and CBS third with a 10.6.20. A year ago the standings were: NBC, 13.0/24; CBS, 12.6/23, and ABC, 10.1/19. HUT levels were down from 54.2 a year ago to 52.4 this year. In the evening news race, CBS maintained a slim lead over NBC with a 10.1/22, compared to the latter's 9.9/22. ABC wasn't far behind, with a 9.3/20.

Just about every program was a repeat broadcast in prime time for the week. The premiere of NBC's new short-flight summer comedy *Me and Mrs. C*, was the fifth-ranked show for the week, scoring a 18.3/37. CBS's *West 57th* continued to build. It got a 10.1/19 in its second week in the 10-to-11 p.m. slot on Wednesday. It averaged a 7.8/14 for six weeks in the Wednesday 8-to-9 p.m. spot.

NBC's special on the Achille Lauro hijacking featuring an extended interview with fugitive terrorist Abul Abbas did not do well in the ratings, despite all the publicity. The broadcast, which preempted *1986* on Tuesday, June 17, from 10 to 11 p.m., averaged an 8.5/15. The complete program rankings follow.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	23.8/45
2.	Family Ties	NBC	23.6/43
3.	Cheers	NBC	22.3/40
4.	Night Court	NBC	21.2/37
5.	*Me and Mrs.C.	NBC	18.3/37
6.	Golden Girls	NBC	18.1/36
7.	Miami Vice	NBC	16.6/32
8.	Growing Pains	ABC	16.5/31
9.	Remington Steele	NBC	16.3/33
10.	Who's the Boss?	ABC	16.0/32
11.	Moonlighting	ABC	16.0/28
12.	20/20	ABC	15.9/30
13.	Kate & Allie	CBS	15.4/27
14.	Newhart	CBS	15.3/26
15.	Murder, She Wrote	CBS	15.3/31
16.	Spenser: For Hire	ABC	15.0/27
17.	The Final Countdown	ABC	14.6/27
18.	60 Minutes	CBS	14.1/31
19.	Ought to Be In Pictures	CBS	14.0/26
20.	Stingray	NBC	13.8/26
21.	Hill Street Blues	NBC	13.6/26
22.	You Again	NBC	13.6/24
23.	Hardcastle & McCormick	ABC	13.4/24
24.	Scarecrow & Mrs.King	CBS	13.2/26
25.	Gimme a Break	NBC	12.8/23
26.	Mr. Belvedere	ABC	12.3/25
27.	Cagney & Lacey	CBS	12.3/21
28.	Equalizer	CBS	12.1/22
29.	The Lords of Discipline	NBC	12.1/21
30.	Highway to Heaven	NBC	11.9/23
31.	MacGyver	ABC	11.7/23
32.	The First Time	ABC	11.7/20
33.	Webster	ABC	11.6/25
34.	Lovebost	ABC	11.5/22
35.	Hotel	ABC	11.4/22
36.	227	NBC	11.3/25
37.	Hunter	NBC	11.3/20
38.	St. Elsewhere	NBC	11.2/21
39.	The Vegas Strip War	NBC	10.6/19
40.	Magnum,P.I.	CBS	10.4/18
41.	Faces of Life	NBC	10.3/21
42.	West 57th	CBS	10.1/19
43.	Crazy Like a Fox	CBS	9.7/18
44.	Main Street	NBC	9.7/18
45.	Trapper John, M.D.	CBS	9.4/17
46.	Scarlett & Black	CBS	9.3/20
47.	The Insiders	ABC	9.3/17
48.	Candleshoe	ABC	9.2/19
49.	Mr. Sunshine	ABC	9.2/18
50.	Knight Rider	NBC	9.1/19
51.	A Team	NBC	8.7/17
52.	Airwolf	CBS	8.6/15
53.	Simon & Simon	CBS	8.5/16
54.	The Equity	ABC	8.5/16
55.	1986	NBC	8.5/15
56.	Twilight Zone	CBS	8.1/17
57.	Foley Square	CBS	7.8/16
58.	Punky Brewster	NBC	7.7/16
59.	Amazing Stories	NBC	7.7/16
60.	Alfred Hitchcock Presents	NBC	7.7/16
61.	Charlie & Company	CBS	7.6/15
62.	Knot's Landing	CBS	7.5/14
63.	Victory	CBS	7.1/14
64.	Benson	ABC	6.9/16
65.	Ripley's Believe It or Not	ABC	6.8/13
66.	ABC Sports	ABC	6.7/15
67.	Different Strokes	ABC	6.3/16
68.	Execution of R. Graham	ABC	6.0/12
69.	Dynasty II: The Colbys	ABC	5.9/11

*Indicates premiere episode

Ownership Changes

■ WAJO(AM) Marion, Ala. (1310 khz; 5 kw-D)—Seeks assignment of license from William H. Dilday to Marion Radio Inc. for $115,000. Seller is receiver for Marion Communications. He is general manager of WJTV(TV) Jackson, Miss. Buyer is owned by Paul Reynolds, William A. Gunter and James H. Denis. Denis has interest in WKLF(AM)-WEZZ(FM) Clanton, Ala. Filed June 9.

■ KZIQ-AM-FM Ridgecrest, Calif. (AM: 1360 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: minus 183 ft.)—Seeks assignment of license from Space/Time Broadcasting Co. to Bel Air Broadcasting Corp. for $335,000. Seller is owned by John T. Murray and Forest W. Ogan. It has no other broadcast interests. Buyer is owned by Robert M. Rosenthal, Beverly Hills, Calif.-based attorney with no other broadcast interests. Filed June 10.

■ KQMS(AM) Redding, Calif. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Redding Inc. to Redding FM for $750,000, comprising $300,000 cash and remainder note. Seller is principally owned by George Johnson. It also owns KMFR(AM) Phoenix, and KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. Buyer is owned by Eugene L. Hill; his wife, Joy; his mother, Emma, and Jerry McGee. It also owns colocated KSHA(FM). Filed June 16.

■ WCNH(AM)-WWSD(FM) Quincy, Fla. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 101.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Big Bend Broadcasting Corp. to Capital Broadcasting Inc. for $400,000. Seller is principally owned by William S. Dodson. It also owns WBSC(AM) Bennettsville, S.C. Buyer is owned by Bruce A. Houston and Stanley Karas. It also owns WIKX(FM) Immokalee, Fla. Filed June 11.

■ WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C. (WZGA: ch. 14; ERP vis. 86.1; aur. 8.6 kw; HAAT: 884 ft.; ant. height above average terrain.; WSQY-TV: ch. 66; ERP vis. 1,919 kw; aur. 192 kw; HAAT: 1,967 ft.)—Seeks assignment of license from Rome Television Inc. and Forest City Television Inc. to Sudbrink Broadcasting Co. for $250,000. Seller is subsidiary of American Communications and Television Inc., Gainesville, Fla.-based group owning KOOG-TV Ogden, Utah; WTGS(TV) Hardeeville, S.C., and WGGG-AM-FM Micanopy, Fla. Buyer is owned by Robert W. Sudbrink and his wife, Marion. It also owns WCBP(FM) Seffner, Fla.; KAAY(AM) Little Rock, Ark.; WBIX(AM) Jacksonville, Fla.; WCEE(TV) Mount Vernon, Ill.; WVRN-TV Richmond, Va. It has also purchased WSTG(TV) Providence, R.I., subject to FCC approval. Filed June 16.

■ WCRG(FM) Wickliffe, Ky. (95.9 mhz)—Seeks assignment of license from Charles R. Geveden to Purchase Sound Inc. for $65,000. Seller owns colocated WBCE(AM). Buyer is owned by Ronald E. Gentry and his wife, Judy. It also owns WYMC(AM) Mayfield, Ky. Filed June 13. +

■ WLIF(FM) Baltimore (101.9 mhz; 13.5 kw; HAAT: 960 ft.)—Seeks assignment of license from American Media Inc. to JAG Communications Inc. for $25,045,000 cash. Seller is Patchogue, N.Y.-based group of one AM and three FM's headed by Art Kearn, chairman, and Alan Beck, president. It bought station in September 1984 for $5.75 million. Buyer is New York-based group of three AM's and three FM's principally owned by radio personality, John A. Gambling. Filed June 13.

■ WACR-AM-FM Columbus, Miss. (AM: 1050 khz; 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 204 ft.)—Seeks assignment of license from William H. Dilday to T&W Communications for $628,151.25. Seller is receiver for Marion Communications (see above). Buyer is owned by Bennie L. Turner, Gary Turner, Randolph Walker and Robert J. Williams. It has no other broadcast interests. Filed June 10.

■ KYTY(AM)-KATM(FM) Hardin, Mont. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 1 kw; HAAT: minus 12 ft.)—Seeks assignment of license from Custer Communications Co. to California Broadcast Group for $103,783.12, with $100 for FM [CP]. Seller is principally owned by Art Collins, who has no other broadcast interests. Buyer is owned by George Beaudet and Bryan H. Kennedy. It has no other broadcast interests. Filed June 13.

■ WIBG(AM)-WSLT(FM) Ocean City, N.J. (AM: 1520 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ocean Communications to Sibtex Broadcasting Inc. for $1,162,500. Seller is owned by William L. Koplovitz and Steven L. Sinn. It has no other broadcast interests. Buyer is owned by Robert A. Fox, Philadelphia-based businessman with no other broadcast interests. Filed June 13.

■ WTYN(AM) Tryon, N.C. (1550 khz; 1 kw-D)—Seeks assignment of license from Polk County Broadcasting Corp. to Benington Park Broadcasting Inc. for assumption of liabilities. Seller is debtor-in-possession with no other broadcast interests. It is owned by Kenneth C. Smart. Buyer is owned by John F. Calure and his wife, Cathy. It has no other broad-

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
29441 HIGHRIDGE RD STE 201
ROLLING HILLS ESTATES, CA 90274
(213) 377-3449

FCC ON-LINE DATABASE
dataworld®
Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave., Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800—368-5754

301-731-5677 Complete Broadcast Facility Design & Installation
Harrison Systems Ltd.
7515 Annapolis Road Suite 611
Hyattsville Maryland 20784

Complete Listing Of:
UNUSED CALL LETTERS
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
(703) 841-0282

Completely Current – No Maritime Calls
AVAILABLE CALL LETTERS
WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue New York, NY 10022
(212) 371-4020

BAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jetryn Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

Cornwall Associates inc
(818) 351-5521
Professional Services to the Broadcasting & Production Industries in
Architecture
Interior Design
Technical Design
Construction Mgt.

Stephen Raleigh
Broadcast Services
Full Service Technical Consulting
Specialists in Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4367

UNUSED CALL LETTERS
CALL
dataworld®
1-800—368-5754

INTEREP
VINCE DELLINO
Vice President
Broadcast Financial Services Division
INTEREP
Nat. Radio Reps.
100 Park Avenue
New York, New York 10017
Telephone: 212 916-0541
Durpetti & Associates Hillier, Newmark, Wechsler & Howard
Major Market Radio McGavren Guild Radio Weiss & Powell

DON'T BE A STRANGER
In Broadcasting's 191,781* Readers Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
*1982 Readership Survey showing 5.2 readers per copy

Summary of broadcasting as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,675	418	4,093
Educational FM	1,291	173	1,464
Total Radio	9,824	761	10,585
FM translators	799	444	1,243
Commercial VHF TV	540	33	573
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	130	271
Total LPTV	383	210	593
VHF translators	2,969	190	3,095
UHF translators	1,921	295	2,216
ITFS	280	114	394
Low-power auxiliary	624	0	624
TV auxiliaries	7,439	205	7,835
UHF translators/boosters	6	0	6
Experimental TV	3	0	0
Remote pickup	12,338	93	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.